APPOINTMENT FORM
— BIRTHDAY & ANNIVERSARY RETENTION PROGRAM

INSTORE
operated by drive ♥ retail.

Please fill-in the information below and send to Email: Tom@DriveRetail.com or Fax: 770-881-7332

BIRTHDAY & ANNIVERSARY "AUTO SEND" PROGRAM INFO NEEDED

If you have not yet registered for the program, please do this first by referencing the direction on the bottom page.

Please note that The EDGE Technical Support person who will remote into your store will need the administrative password for Windows on the server that runs your EDGE Software (this is NOT the same as your EDGE password).

(1) STORE CONTACT INFORMATION:

Store Name :

Contact Person :

Contact Email :

Contact Phone :

Best Day and Time to Call :

(2) DIRECT MAILER DETAILS: To view designs in greater detail, go to www.DriveRetail.com, click "Products" tab on top navigation bar, then click "Anniversary", "Birthday - Men's", and/or "Birthday - Women's" categories under "Direct Mail Marketing" in the drop-down mega menu.

(A) Female Birthday Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for $100 OFF your birthday purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. $500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Customers that have purchased at least $500 over the past 5 years.) Fill-in below:

(B) Male Birthday Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for $100 OFF your birthday purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. $500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Customers that have purchased at least $500 over the past 5 years.) Fill-in below:

(C) Anniversary Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for $100 OFF your anniversary purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. $500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Couples that have purchased at least $500 over the past 5 years.) Fill-in below:

(D) Thank You Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for $100 OFF your next purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. $500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Customers that have purchased at least $200 over the past week.) Fill-in below:

INSTORE
marketing by drive♡retail.

Program Registration Directions

Register in The Edge Software and Email Logo

① Open your Edge Software, click on **Clientele** tab on top navigation bar

② Click on **Print Marketing** tab on left navigation,

③ Then click on **My Account**

④ Fill out the information in the **Postcard Account Details**

• Email store logo in any file type (.eps, .jpg, .pdf) to **Tom@DriveRetail.com**